

Sage CRM

Enhancing your useability, security and access

Sage CRM is an easy-to-use, fast-to-deploy, feature-rich, low-cost, Internet-based CRM solution designed to introduce the real benefits of CRM to your organisation. Sage CRM uses industry-leading technology to foster better business practices and effortless information exchange throughout your organisation.

With Sage CRM, you can quickly analyse, manage, and synchronise sales, marketing and customer care activities across all points of contact. Regardless of how, when or where your clients, prospects, partners and suppliers choose to interact with your company, Sage CRM gives you a decisive advantage by providing comprehensive tools to successfully manage these relationships.

RDA Group has a long standing relationship with Sage Accpac and our certified consultants have significant experience implementing and managing Sage solutions. The Sage CRM software offers a full range of hosted or onsite deployment options, which means we can help you to achieve complete flexibility to run your business your way.



Authorised Partner

“Sage CRM enables seamless teamwork by providing a single source of information to help you better manage your communication efforts with your clients, prospects, partners and suppliers.”



Integration with ERP Products

Integration between Sage CRM and back-office accounting and financial applications provides you with a holistic CRM solution that offers a complete view of all customer interactions that is essential for making more insightful business decisions.

Sales Automation

You can improve sales performance with automation tools that help sales professionals find and retrieve vital information quickly and easily. Sage CRM provides a snapshot of the sales cycle from first contact to final sale, allowing sales teams to effectively analyse and manage their pipeline from within the CRM solution.

Marketing Automation

Sage CRM enables you to manage and track every element of your campaigns. You can view activities, objectives, leads generated and lead follow-up, and drill down to specific activities within a campaign. This user-friendly solution provides you an in-depth view of your campaigns and enables you to eliminate the guesswork and put your company's marketing resources to their best use.

Customer Care

Resolve your customer issues efficiently by providing customer service professionals with simple tools to access relevant customer data including purchases, call and escalation histories, interactions, e-mail, and documents sent and received.

Mobile Solutions

The benefits of real-time access to your CRM solution are numerous and can have a positive impact on your business performance and profits. Placing customer information at the fingertips of mobile professionals ensures they always have the most up-to-date information.

Outlook Integration

Microsoft Outlook runs within the framework of your Sage CRM solution and has complete, two-way synchronisation with Outlook contacts, calendar (appointments) and tasks, in addition to full-featured e-mail integration.

“RDA Group use Sage CRM internally and manage all of our administration, accounting, sales and marketing through its simple functionality. With this solution in place, we are not restricted by an inaccessible or incomplete database.”

Advanced features for full business solutions

Automated Process Workflow

With Sage CRM’s workflow capabilities, you can automate pre-determined business processes across all channels, departments, and employees. To help assess and design workflow, Sage CRM provides graphical views of the process and its development patterns. In combination with e-mail integration, workflow ensures that actions requiring attention or escalation are automatically routed to the correct employees. Sage CRM creates a confidence among employees that issues are not going to fall through the cracks and frees their time to perform more important tasks.

Computer Telephony Integration

Sage CRM combines a fully-integrated CRM solution with interactive inbound and outbound telephony automation. Contact centres can be provided access to the same single point of communication that the rest of your team shares. A customer’s complete CRM history including personal visits, phone, fax and e-mail is viewed through screen functionality and gives your support staff an enterprise view of the customer experience. Sage CRM provides full integration to all standard third-party telephony software leveraging existing automation such as call escalation, routing, call queuing and reporting functionality. A central repository for all customer data, your staff have real-time access to the information they need to resolve customer issues quickly and efficiently, reducing call times and increasing the efficiency of your contact center.

Customisations

Sage CRM provides customisation tools that allow businesses to rapidly modify all aspects of the system. Sage CRM’s open architecture greatly reduces development and maintenance costs and allows seamless integration with other mission-critical applications across your enterprise. With on-screen tools, managers and administrators can create and modify fields, screens, tabs, tables, views, scripts and security settings on the fly. Sage CRM customisation functionality allows user-specific modifications to interfaces and data and ensures Sage CRM can be easily adapted to your business requirements.

Global Deployment

Sage CRM provides multicurrency, multi-lingual support from a single code base making this solution the logical choice for businesses around the world. Sage CRM’s single-server installation and Web browser access allow employees, partners and customers alike to view the information they need to get the job done, anytime, from anywhere in the world.

Web Self-Service

Sage CRM Web Self-Service allows your customers to access or request services and support over the Web. Customers can receive information based on their preferences, requests and histories, providing them a single point of contact for information about your products and company through designed customer and partner portals. Allow your channel partners access to shared workflow, lead-tracking, enquiries, invoicing and customer information. Sage CRM allows your customers 24/7 access to information they want.

Offline Synchronisation

A comprehensive CRM solution enables organisations to guarantee their people have fast, up-to-date access to critical data - regardless of where these employees are located. Even when not connected to a network, mobile users can work offline and later synchronise with the central server, using the optional Offline Synchronisation feature.